

PRESS RELEASE

FOR IMMEDIATE RELEASE

DDB MudraMax Media wins the media mandate of Athena Life Sciences

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Athena Life Sciences, a startup in the space of cosmoceutical and therapeutic beauty treatment, founded in 2014 has appointed DDB MudraMax Media as its Media Agency. The agency will be responsible for all media activities viz. planning, buying and implementation.

Athena Life Sciences is a relatively new organization and hence its association with DDB MudraMax Media becomes crucial since the agency has become the brand's first ever media agency. For their maiden campaign, the company will focus on building awareness for *D'Free*, an overnight anti dandruff lotion.

On appointing DDB MudraMax Media, **Prabhu Karthikeyan, CEO & MD, Athena Life Sciences** quoted, "Startup dynamics are so different from established businesses - budget constraints, faster changes, narrow focus, and so much more. DDB MudraMax Media gave us the comfort of a large planning and buying house, strong FMCG/consumer mindset, and yet brought in the kind of attention, collaborative thinking that a startup deserves."

Navin Kathuria, Associate Vice President, DDB MudraMax Media said, "It is an interesting assignment to deploy our consumer planning and holistic implementation skills, with ideas at the centre of the consumer engagement. We are very delighted to partner with Athena Life Sciences in their journey towards building a cutting edge Consumer Products Business."

About Athena Life Science

Athena Life Sciences, a start-up founded by a group of professionals, , aims to build a cutting edge Consumer Product Business, seeking out unique opportunities in the nascent OTC, Cosmoceutical & Therapeutic Beauty treatment spaces. The brands and treatments to be launched are formulated with the highest standards of efficacy and dermatological safety. Athena is committed to launching superior products that meet global standards of execution, and truly work for the consumer.

DDB MudraMax Media

DDB MudraMax (Engagement & Experience), provides multi-specialty expertise to help build brands in the age of convergence and complex consumer dynamics.

DDB MudraMax comprises four disciplines – Media, OOH, Retail and Experiential.

These specialized SBUs offer "ideas based" touch point-agnostic solutions across TV, Print, Radio, Cinema, Digital (including Mobile), Out-of-Home, Retail, Activation, Events, Bottom of the pyramid (Smaller emerging towns, Rural), Sports, Music, Youth, Entertainment etc.

The Media Unit specializes in partnering with “entrepreneurial minded clients” and has been listed under the top 3 ‘High Profile’ media agencies by RECMA in 2013.

The Outdoor and Experiential Units have been christened ‘The Agency of the Year’ at various Outdoor and Experiential/Event forums respectively.

Apart from this, DDB MudraMax dominated the “Agency Happiness Report”, the first of its kind by Afaqs! by being crowned ‘The Happiest Agency’ of 2012.

DDB MudraMax Media Unit’s client roster includes ACC Limited, Aircel, Amway India Enterprise Pvt. Ltd., Ashok Leyland Ltd., Bank of India, Bata India Ltd., Bharat Petroleum Corporation Ltd., Book My Show, Carrier Midea , Duroflex Ltd., Garuda Food, Gulf Oil Corporation Ltd., H.K. Jewels Pvt. Ltd., Hardcastle Restaurants (McDonald), HBO, IDBI Bank Limited , India Yamaha Motor Pvt. Ltd., IndiaFirst Life Insurance Company Ltd., Jaypee Group, Jyothi Laboratories Ltd., Kalpataru Limited, Kalyan Silks, Larsen & Toubro Limited, Life Insurance Corporation of India, N. Ranga Rao & Sons, Paragon Rubber Industries, Savita Oil Technologies Limited, Sintex Industries, Sobha Developers, State Bank of India, Tata Gold Plus (Titan Company), Tommy Hilfiger Arvind Fashion, TTK Prestige Ltd., Twinings, V- Guard Industries Ltd., Wildcraft

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